

ABSTRACT

A user terminal, such as an eBook, with a bistable display wherein the terminal detects when a predetermined period of user inactivity with respect to loaded content has elapsed and, in response thereto, replaces the last displayed page of content with an advertisement. In one embodiment, advertisements are received from an advertisement server and stored locally in the user terminal at the time that the content is downloaded from a content server. In an alternate embodiment, the user terminal receives an advertisement from the advertisement server only after user inactivity with respect to previously downloaded content has been detected.